# WDAF- TV RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF CANDIDATE FOR PUBLIC OFFICE

**INSTRUCTIONS:** This form **must** be completed by <u>WDAF-TV personnel</u> as to **all** requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File <u>immediately</u> after it is completed and must be retained in the File for a period of two years.

(1)	Date and time of request:
(2)	Name of person making the request: CHZIS BRINGE
(3)	Agency (if any):
(4)	Address of agency: 25 WHITLOCK PLACE SUITE 20
	MARIETTA, GA 30061
(5)	Telephone number of agency: 790 - 427 - 0735
(6)	Name of candidate: CHRIS KOSTER
(7)	If sponsor is a Committee, name of Committee:
	MISSOURIANS 4 KOSTER
(8)	Address of Committee: Po Box 1551
	JEFFERSON CITY MO 65102
	Email Address:
(9)	Telephone number of Committee: 314-514-5684
(10)	Committee officers:
	Chairman/Manager
	Vice Chairman
	GARY Mallory
	Treasurer
(11)	Is it the candidate's authorized Committee?
(12)	Political Party of candidate:

	Office for which condidate i	· · · · · · · · · · · · · · · · · ·	Gan /Ma
(13)	Office for which candidate is	s running:	9er / 10
(14)	(check one)	1 ~	
	Fodoral Office	State Office	Local Office
	Federal Office	State Office	
(15)	Election for which candidate		
(16)	Date of election:	Primary:	General:
(17)	Programs or times requeste	ed:	MC460
(18)	Dates requested:	9/18-11/6	
(19)	Length of spot / program tir	ne requested:	3.5
(20)	Request made: In writing (Check one: If in writing, att		,
(21)	Station offer:	See 1855ACHE	
	(Check one. If not granted, state	reason or reasons in opac	
	attach and retain. If granted, atta	ach contract and invoice, w	hen available)
(23)	attach and retain. If granted, atta		
(23)	Request for documentation Yes No	that candidate is lega (Attach any writ	Illy qualified:
(23)	Request for documentation Yes No	that candidate is lega (Attach any writ	Illy qualified:
(24)	Request for documentation	that candidate is lega (Attach any writ ubmitted to requestor:	ally qualified: ten documentation received)  Alaca
(24)	Request for documentation Yes No Political Disclosure Form sonts (if any)	that candidate is lega (Attach any writubmitted to requestor:	ten documentation received)  Alala Date

## ORDER

Print Date 09/12/12

00:15:00

Page 1 of 2

Flight Dates 09/18/12-09/23/12

**Product** 

**MISSOURIANS 4 KOSTER** 

15%

Original Date / Revision

Contract / Revision

09/12/12 09/12/12

574553 <sup>/</sup>

Agency Com **Billing Contact** 

Advertiser Koster/D/Atty Gen/MO

25 Whitlock Place

Suite 201

Marietta, GA 30064

Agency LUC Media

25 Whitlock Place

Marietta, GA 30064

**Buying Contact** 

Suite 201

Sales Office DC-M

Sales Region NAT

Agency Ref

Estimate #

Order Sep

Alt Order # 09812005

Billing Type Cash

**GENERAL** Order Type

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

<u>Demographic</u> A35+

Rev Codes SP-POL PLC **GEN** 

Product Codes PL1Ib

2 **Priority** 

Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive

Order%

Start Date

End Date

Dan Driscoll

100%

Order Share 40% Market Value 26250

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	4725
KCWE	%	0
KMBC	18%	4725
KMCI	%	0
KPXE	%	0
KSHB	23%	6037
KSMO	1%	262

**Order Totals** Rilling Plan

Oldol lowic	•			- IIII	ig i lair			
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date				
September 2012		\$8,925.00	\$10,500.00	0.00 08/27/12	09/23/12	22	\$8,925.00	\$10,500.00
Totals	22	\$8,925.00	\$10,500.00	0.00				

									Tota	ils
Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 4 09/18/12 09/21/1	2 <b>M</b> -F 6-7a	CM-AII	6-7a	-TWTF	:30	4	\$450.002	0.00 NM	4	\$1,800.00
	M-F 6-7a							1		
NEWS										
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12 09/23/12	-TWTF	4	\$450.00	0.00						
E 2 4 09/18/12 09/21/1	2 M-F 7-9a	CM-All	7-8a	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
	7-8a		(7:00 AM-8:0	00 AM)				- 1		
NEWS				•				1		
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 09/17/12 09/23/12	-TWTF	4	\$300.00	0.00						
E 3 4 09/22/12 09/22/1	2 Sa 7-9a	CM-All	8-9a	S-	:30	1	\$225.002	0.00 NM	1	\$225.00
	8-9a		(8:00 AM-9:0	00 AM)				ì		
NEWS				·						
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/17/12 09/23/12	S-	1	\$225.00	0.00						



574553

Flight Dates 09/18/12-09/23/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

												Tota	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 4	4	09/23/1	2 09/23/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:0	s 00 AM)	:30	1	\$150.002	0.00 NM	1	\$150.00
	NEWS	ot Data	End Date	Mookdova	Snote/Mook	Rate	Rating						
W	<u>عده</u> /eek: 09	<u>rt Date</u> 17/12	09/23/12	<u>Weekdays</u> S	Spots/Week 1	\$150.00	0.00						
E 5	4		2 09/21/12	M-F 5-6p 530-6p		530-6p (5:30 PM-6:	-TWTF 00 PM)	:30	3	\$450.002	0.00 NM	3	\$1,350.00
	NEWS						PP 41						
W	<u>Sta</u> 'eek: 09/	rt <u>Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 3		Rating 0.00						
E 6	4	09/18/1	2 09/21/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TWTF	:30	3	\$600.002	M/A 00.0	3	\$1,800.00
	NEWS												
W	<u>Sta</u> /eek: 09/	rt <u>Date</u> 17/12	End Date 09/23/12	Weekdays -TWTF	Spots/Week 3		Rating 0.00						
E 7	4	09/22/1	2 09/22/12	Sa 5-6p 530-6p		530-6p (5:30 PM-6:	s- 00 PM)	:30	1	\$225 00 2	0.00 NM	1	\$225.00
	NEWS						•						
W	<u>Sta</u> /eek: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
E 9	4	09/18/1	2 09/21/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:	-TWTF 30 PM)	:30	3	\$750.002	0.00 NM	3	\$2,250.00
	NEWS			<b>.</b> .		,	•						
W	<u>Sta</u> /eek: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> ~TWTF	Spots/Week 3	<u>Rate</u> \$750.00	<u>Rating</u> 0.00						
E 11	4	09/18/1	2 09/21/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-TWTF	:30	2	\$750.002	0.00 NM	2	\$1,500.00
	NEWS												
w	<u>Sta</u> /eek: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
			THE RESERVE OF THE PERSON NAMED IN			,					Totals	22 \$	10 500 00

Totals 22 \$10,500.00

### ORDER

Print Date 09/12/12 Page 1 of 2

**GEN** 

Flight Dates 09/24/12-09/30/12

**Product** 

MISSOURIANS 4 KOSTER

Original Date / Revision

Contract / Revision

09/12/12 09/12/12

574593

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

**Buying Contact** 

Suite 201

25 Whitlock Place

Marietta, GA 30064

Agency Com 15%

**Billing Contact** 

25 Whitlock Place

Suite 201

Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09812006

Billing Type

Cash

Order Type **GENERAL** 

EOM/EOC Billing Cycle

Billing Calendar BROADCAST

<u>Demographic</u> A35+

Rev Codes SP-POL PLC

Product Codes PL1Ib

**Priority** 2

Advertiser Ref

#### Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

Order Share 40% Market Value 46875

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	8437
KCWE	%	0
KMBC	18%	8437
KMCI	%	0
KPXE	%	0
KSHB	23%	10781
KSMO	1%	468

**Order Totals Billing Plan** # of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount \$15,937.50 \$18,750.00 0.00 08/27/12 09/30/12 September 2012 43 43 \$15,937.50 \$18,750.00 0.00 Totals 43 \$15,937.50 \$18,750.00

												Tota	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	09/24/12	2 09/28/12	M-F 6-7a	CM-All	6-7a	MTWTF	:30	5	\$450.002	0.00 NM	5	\$2,250.00
				M-F 6-7a									
	NEWS												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	/eek: 09/	24/12	09/30/12	MTWTF	5	\$450.00	0.00			•			
E 2	4	09/24/12	2 09/28/12	M-F 7-9a	CM-AII	7-8a	MTWTF	:30	5	\$300.003	0.00 NM	5	\$1,500.00
				7-8a		(7:00 AM-8	00 AM)						
	NEWS												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	/eek: 09/	24/12	09/30/12	MTWTF	5	\$300.00	0.00						
E 3	4	09/24/12	2 09/28/12	M-F 9-10a	CM-AII	9-10a	MTWTF	:30	5	\$150.00 2	0.00 NM	5	\$750.00
				M-F 9-10a									
	NEWS											:	
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	leek: 09/	24/12	09/30/12	MTWTF	5	\$150.00	0.00						
	/eek: 09/	24/12	09/30/12	MTWTF	5	\$150.00	0.00						



574593

Flight Dates 09/24/12-09/30/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #

Ch						Tota	als
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	Extra class to the contract of					Spots	
NEWS   Start Date   End Date   Weekdays   O9/30/12	E 4 4 09/29/12 09/29/12		· · · · · · · · · · · · · · · ·	:30 1	\$225.002 0.00 NN	1	\$225.00
Week: 09/24/12   09/30/12   09/30/12   Su 7-9a   CM-All 8-9a  S   :30   1 \$150.00   2   0.00   NM   1 \$150.00	NEWS	0-9a	(0.00 AIVI-9.00 AIVI)				
E 5		***************************************	Rate Rating				
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating						1	
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Weekdays   Spots/Week   Start Date   Start Da	E 5 4 09/30/12 09/30/12		· ·	:30 1	\$150.00 2 0.00 NN	1	\$150.00
Week:         09/24/12         09/30/12        S         1         \$150.00         0.00           E 6         4         09/24/12         09/28/12         M-F 12p-1p M-F 12-1p M-F 12-1p         MTWTF         :30         5         \$225.00 2         0.00 NM         5         \$1,125.00           NEWS         Start Date Week:         09/24/12         09/30/12         MTWTF         5         \$225.00         0.00	NEWS	0-94	(0.00 Alvi-9.00 Alvi)				
E 6 4 09/24/12 09/28/12 M-F 12-1p	Start Date End Date	Weekdays Spots/Week	Rate Rating				
NEWS  Start Date Week: 09/24/12							
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E 6 4 09/24/12 09/28/12	• •	I 12-1p MTWTF	:30 5	\$225.00 2 0.00 NM	5	\$1,125.00
Week: 09/24/12         09/30/12         MTWTF         5         \$225.00         0.00           E 8 4 09/24/12 09/28/12 N-F 6-630p N-F 6	NEWS	W-r (2-1p					
E 8 4 09/24/12 09/28/12 M-F 6-630p	Start Date End Date	Weekdays Spots/Week	Rate Rating				
NEWS    Start Date   End Date   Weekdays   MTWTF   5 \$600.00   0.00							
NEWS    Start Date   End Date   Weekdays   MTWTF   5 \$600.00   0.00	E 8 4 09/24/12 09/28/12	•	6-630p MTWTF	:30 5	\$600.002 0.00 NM	5	\$3,000.00
Week: 09/24/12         09/30/12         MTWTF         5         \$600.00         0.00           E 11         4         09/24/12         09/28/12         M-F 9-10p         CM-All 9-10p         MTWTF         :30         5         \$750.00 2         0.00 NM         5         \$3,750.00           NEWS           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/24/12         09/30/12         MTWTF         5         \$750.00         0.00           E 13         4         09/30/12         Su 9-10p         CM-All 9-10p        S         :30         1         \$750.00 2         0.00 NM         1         \$750.00	NEWS	W-F 6-63UP					
E 11 4 09/24/12 09/28/12 M-F 9-10p CM-All 9-10p MTWTF :30 5 \$750.002 0.00 NM 5 \$3,750.00  NEWS  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 NTWTF 5 \$750.00 0.00  E 13 4 09/30/12 09/30/12 Su 9-10p CM-All 9-10p :30 1 \$750.002 0.00 NM 1 \$750.00		Weekdays Spots/Week	Rate Rating				
M-F 9-10p  NEWS  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 09/24/12 09/30/12 MTWTF 5 \$750.00 0.00  E 13 4 09/30/12 09/30/12 Su 9-10p CM-All 9-10p 3:30 1 \$750.00 2 0.00 NM 1 \$750.00							
NEWS  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 MTWTF 5 \$750.00 0.00  E 13 4 09/30/12 09/30/12 Su 9-10p CM-All 9-10p 3:30 1 \$750.00 2 0.00 NM 1 \$750.00	E 11 4 09/24/12 09/28/12	•	1 9-10p MTWTF	:30 5	\$750.00 2 0.00 NM	5	\$3,750.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/24/12         09/30/12         MTWTF         5         \$750.00         0.00           E 13         4         09/30/12         Su 9-10p         CM-All 9-10p        S         :30         1         \$750.00 2         0.00 NM         1         \$750.00	NEWS	W-F 9-10p					
Week: 09/24/12     09/30/12     MTWTF     5     \$750.00     0.00       E 13     4     09/30/12     O9/30/12     Su 9-10p     CM-All 9-10p      S     :30     1     \$750.00     0.00 NM     1     \$750.00		Weekdays Spots/Week	Rate Rating				
	Week: 09/24/12 09/30/12						
Su 9-10p	E13 4 09/30/12 09/30/12	•	9-10pS	:30 1	\$750.002 0.00 NM	1	\$750.00
NEWS	NEWS	Su 9-10p					
Start Date End Date Weekdays Spots/Week Rate Rating		Weekdays Spots/Week	Rate Rating				
Week: 09/24/12 09/30/12S 1 \$750.00 0.00	Week: 09/24/12 09/30/12	S 1	\$750.00 0.00				
E 14 4 09/24/12 09/28/12 M-F 10-1030p CM-All 10-1030p MTWTF :30 5 \$750.002 0.00 NM 5 \$3,750.00	E 14 4 09/24/12 09/28/12	·	10-1030p MTWTF	:30 5	\$750.002 0.00 NM	5	\$3,750.00
M-F 10-1030p NEWS	NEWS	M-F 10-1030p					
Start Date End Date Weekdays Spots/Week Rate Rating		Weekdavs Spots/Week	Rate Rating				
Week: 09/24/12 09/30/12 MTWTF 5 \$750.00 0.00		***************************************					
E 15 4 09/24/12 09/28/12 M-F 7-9a CM-All 7-9a MTWTF :30 5 \$300.00 3 0.00 NM 5 \$1,500.00	E 15 4 09/24/12 09/28/12		7-9a MTWTF	:30 5	\$300.00 3 0.00 NM	5	\$1,500.00
M-F 7-9a NEWS	NEWS	M-F 7-9a					
Start Date End Date Weekdays Spots/Week Rate Rating		Weekdays Spots/Week	Rate Rating				
Week: 09/24/12							

Print Date 09/12/12 Page 1 of 2

**GEN** 

Flight Dates 10/01/12-10/07/12

Product

Original Date / Revision

Contract / Revision

09/12/12 09/12/12

574599 /

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

**Buying Contact** 

25 Whitlock Place Suite 201

Marietta, GA 30064

**MISSOURIANS 4 KOSTER** 

Agency Com 15%

**Billing Contact** 

25 Whitlock Place

Suite 201

Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09812007

Billing Type

Cash **GENERAL** Order Type

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

<u>Demographic</u> A35+

Rev Codes SP-POL PLC

Product Codes PL1Ib

**Priority** 

Advertiser Ref

## Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date **End Date** Dan Driscoll 100%

Order Share 40% Market Value 54375

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	9787
KCWE	%	0
KMBC	18%	9787
KMCI	%	0
KPXE	%	0
KSHB	23%	12506
KSMO	1%	543

Billing Plan **Order Totals** 

Rating Start Date End Date # Spots Month # of Spots Net Amount Gross Amount Net Amount Gross Amount 0.00 10/01/12 48 \$18,487.50 \$21,750.00 10/07/12 48 \$18,487.50 \$21,750.00 October 2012 48 0.00 \$18,487.50 \$21,750.00 Totals

												Tota	ıls
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	10/01/12	10/05/12	M-F 6-7a	CM-All	6-7a	MTWTF	:30	5	\$400.003	0.00 NM	5	\$2,000.00
				M-F 6-7a									
	NEWS										ì		
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	/eek: 10/	01/12	10/07/12	MTWTF	5	\$400.00	0.00						
E 2	4	10/01/12	10/05/12	M-F 7-9a	CM-All	7-9a	MTWTF	:30	5	\$375.003	0.00 NM	5	\$1,875.00
				M-F 7-9a									
	NEWS												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	/eek: 10/	01/12	10/07/12	MTWTF	5	\$375.00	0.00						
E 3	4	10/01/12	10/05/12	M-F 9-10a	CM-All	9-10a	MTWTF	:30	5	\$200.003	0.00 NM	5	\$1,000.00
				M-F 9-10a									
	NEWS												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
V	/eek: 10/	01/12	10/07/12	MTWTF	5	\$200.00	0.00						





574599 Flight Dates 10/01/12-10/07/12 <u>Hiatus Dates</u>

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Original Date / Revision 09/12/12/ 09/12/12

Product MISSOURIANS 4 KOSTER Estimate #

									Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 4 4 10/06/12 10/06/12		CM-Ali		5-	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS	8-9a		(8:00 AM-9:0	JU AIVI)						
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	S-	1	\$300.00	0.00		<del></del>	····	·		
E 5 4 10/07/12 10/07/1	2 Su 7-9a 8-9a	CM-AII	8-9a (8:00 AM-9:0	S	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS	0-98		(0.00 /////	O AWI)						
Start Date End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12	S	1	\$200.00	0.00			6000 000	0.00.1114	-	<b>#4 000 00</b>
E 6 4 10/01/12 10/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF	:30	5	\$200.003	0.00 NM	5	\$1,000.00
NEWS	12 .p									
Start Date End Date		Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12 E 7 4 10/01/12 10/05/1:	MTWTF	CNA AU	\$200.00 6-630p	0.00 MTWTF	:30	5	\$540.003	0.00 NM	5	\$2,700.00
E / 4 10/01/12 10/03/1/	M-F 6-630p	CIVI-AII	0-030b	141 1 AA 1 1	.30	9	\$\$40.00 S	O. OO INIVE	5	φz,700.00
NEWS	•									
Start Date End Date	Weekdays MTWTF	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12 E 10 4 10/01/12 10/05/12		CM-AII	\$540.00 9-930p	0.00 MTWTF	:30	5	\$800.003	0.00 NM	5	\$4,000.00
210 4 10/01/12 10/03/1/	9-930p	OWITA	(9:00 PM-9:3		.00	•	φυου.σο σ	0.00 (414)	3	ψΨ,ΟΟΟ,ΟΟ
NEWS	·			•						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$800.00	Rating 0.00						
E 11 4 10/07/12 10/07/12			9-930p	S	:30	1	\$800,003	0.00 NM	1	\$800.00
CM 11 14 147 477 134 147 477 17	9-930p	40121 1 111	(9:00 PM-9:			•	Acres to 1 to the A.	0.00 (111)	•	φ,,, <b>,, ,, ,</b>
NEWS			<b>-</b> .	<b>-</b>				1		
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
E 12 4 10/01/12 10/05/12			10-1030p	MTWTF	:30	5	\$800.003	0.00 NM	5	\$4,000.00
	M-F 10-1030p					·				,
NEWS	Monkelaka	Cnoto AAlook	Data	Detina						
Start Date End Date Week: 10/01/12 10/07/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$800.00	Rating 0.00						
E 13 4 10/01/12 10/05/12	2 M-F 7-9a	CM-All		MTWTF	:30	5	\$375.003	0.00 NM	5	\$1,875.00
	8-9a		(8:00 AM-9:0	00 AM)				ĺ		
NEWS Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	MTWTF	<u>300(3) VVEEK</u> 5	\$375.00	0.00						
E 14 4 10/01/12 10/05/13	2 M-F 5-6p	CM-AII	530-6p	MTWTF	:30	5	\$400.003	0.00 NM	5	\$2,000.00
NEWO	530-6p		(5:30 PM-6:0	00 PM)						
NEWS Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	MTWTF	5	\$400.00	0.00				ļ		
									40.0	04.750.00



#### ORDER

Flight Dates 09/18/12-09/23/12

00:15:00 Order Sep

Estimate # Product

Alt Order# 09812005 MISSOURIANS 4 KOSTER 574553 Contract / Revision

Billing Type Cash

Original Date / Revision Agency Com 15% **GENERAL** Order Type 09/17/12 09/17/12 **Billing Contact** 

EOM/EOC Billing Cycle Advertiser Koster/D/Atty Gen/MO Billing Calendar BROADCAST 25 Whitlock Place

Suite 201 Demographic A35+

Marietta, GA 30064 Agency LUC Media Rev Codes SP-POL PLC **GEN** 

**Buying Contact** Product Codes PL11b Sales Office DC-M

Priority 2 Sales Region NAT 25 Whitlock Place

Advertiser Ref Agency Ref Suite 201 Marietta, GA 30064

Start Date

Order%

22

\$8,925.00

Primary Account Executive

Dan Driscoll

Totals

Account Executive

100% Dan Driscoll Order Share 40% Market Value 26250

**End Date** 

\$10,500.00

Amount Competing Station % of Order % **KCPT** 0 **KCTV** 18% 4725 % 0 **KCWE KMBC** 18% 4725 **KMCI** % 0 % 0 **KPXE** 6037 **KSHB** 23%

1%

262

**Billing Plan Order Totals** Net Amount Gross Amount # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Month 0.00 08/27/12 09/23/12 22 \$8,925.00 \$10,500.00 September 2012 22 \$8,925.00 \$10,500.00

0.00

**KSMO** 

												<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	09/18/12	09/21/12	M-F 6-7a	CM-AII	6-7a	WTF	:30	4	\$450.002	0.00 NM	4	\$1,800.00
				M-F 6-7a									
	NEWS												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 09/	17/12	09/23/12	WTF	4	\$450.00	0.00						
E 2	4	09/18/12	09/21/12	M-F 7-9a	CM-All	7-8a	WTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
				7-8a		(7:00 AM-8:0	00 AM)						
NEWS													
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 09/	17/12	09/23/12	WTF	4	\$300.00	0.00						
3	4	09/22/12	09/22/12	Sa 7-9a	CM-All	8-9a	\$-	:30	1	\$225.002	0.00 NM	1	\$225,00
				8-9a	(8:00 AM-9:00 AM)								
	NEWS												
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 09/	17/12	09/23/12	5	1	\$225.00	0.00						

Print Date: 09/17/12

Page 2 of 2



574553

Flight Dates 09/18/12-09/23/12

Hiatus Dates

Original Date / Revision 09/17/12/ 09/17/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

							Totals		ıls				
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
4	4	09/23/1	2 09/23/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:	s 00 AM)	:30	1	\$150.002	0.00 NM	1	\$150.00
٧	NEWS <u>Sta</u> Veek: 09	<u>irt Date</u> /17/12	End Date 09/23/12	Weekdays S	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 5		09/18/1	2 09/21/12	M-F 5-6p 530-6p		530-6p (5:30 PM-6:	WTF 00 PM)	:30	3	\$450.002	0.00 NM	3	\$1,350.00
٧	NEWS <u>Sta</u> Veek: 09	<u>rt Date</u> /17/12	End Date 09/23/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
E 6		09/18/1	2 09/21/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	WTF	:30	3	\$600.002	0.00 NM	3	\$1,800.00
V	NEWS <u>Sta</u> Veek: 09	<u>irt Date</u> /17/12	End Date 09/23/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$600.00	Rating 0.00						
7	4	09/22/1	2 09/22/12	Sa 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:	s- 00 PM)	:30	1	\$225.002	0.00 NM	1	\$225.00
\	NEWS <u>Sta</u> Veek: 09	art Date /17/12	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
E	·	09/18/1	2 09/21/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:	WTF 30 PM)	:30	3	\$750.002	0.00 NM	3	\$2,250.00
١	NEWS <u>Str</u> Veek: 09	art Date /17/12	End Date 09/23/12	Weekdays WTF	Spots/Week 3		Rating 0.00						
E 1	1 4	09/18/1	2 09/21/12	M-F 10-1030p M-F 10-1030p	CM-Ali	10-1030p	WTF	:30	2	\$750.002	0.00 NM	2	\$1,500.00
			End Date 09/23/12	Weekdays	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
Totals 22 \$10 500 (									10 500 00				

22 \$10,500.00 Totals